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NEBRASKA STATE HISTORICAL SOCIETY
Lincoln, Nebraska APR 11 1962

Gateway

Volume XLI OMAHA UNIVERSITY No. 24
OMAHA, NEBRASKA, FRIDAY, APRIL 6, 1962

Tonight's Military Ball Goes Native in Theme

Stanley Winslow helps Angels Midge Butters (left) and Pam Stronberg display the posters for the upcoming Military Ball.

The Hawaiian theme of the 11th Annual Military Ball, to be held tonight, will be reflected in the elaborate decorations of Peony Park Ballroom. A Hawaiian dancing group will perform at 8:30.

Slides will be shown of South Sea Islands at 8 p.m. and the dance beginning at 9 p.m. will continue until 1 a.m.

The Sabres Drill Team, the Marching Angels, and the new Comedy Drill Team will perform during intermission ceremonies.

In addition, the newly-selected Angels will be announced along with the new commander of Arnold Air Society. Angel Earlene Timm will also introduce the outstanding Junior Cadet.

The identities of the honorary colonel, two honorary lieutenant colonels and three honorary majors will be revealed during the Grand March.

An orchid corsage will be given to each lady attending the semi-formal affair. The music will be by Eddy Haddad and his band.

Tickets are still on sale today in the grass shack in the Student Center and at the ticket booth of the first floor of the Administration Building.

The tickets are one dollar per couple, and will also be sold at the door tonight.

Army Group Will Appear At OU Mon.

The United States Army Air Defense Command Choral Group will appear on the University campus Monday.

The group will sing in the Student Center Ballroom at 10:30 a.m. All students are invited to attend the concert.

The ARADCOM Choral Group, organized in 1958, is stationed in Colorado Springs, Colo.

The 35-man group has appeared in approximately three-fourths of the states and in Canada.

The group most recently appeared on the Bell Telephone Hour.

The American Broadcasting Company radio network carried a half-hour Christmas Concert by the ARADCOM group. They have also appeared on nationwide radio hook-ups on the Arthur Godfrey Show and Don McNeill's Breakfast Club.

The primary mission of the Choral Group is to entertain personnel at far-flung Nike guided missile installations of the United States Army Air Defense Command.

Political Squelch Rumor Not True

A rumor floating around the campus this week to the effect that the University was barring speeches by political candidates has been squelched.

A spokesman for President Milo Bail said she checked the rumor and it is "not true."

Political candidates may speak at Omaha U if they go through "normal channels." The spokesman said, "there has been no change in the rules."

Those persons wanting to bring their cause to the University usually do so under the auspices of either the Young Democrats or Young Republicans.

OU Regents Name Payne First 'Distinguished Prof'

Dr. Wilfred Payne, humanities department head, was named Regents Distinguished Professor at a "President's Coffee Hour" Tuesday.

F. E. Borchers, head of the Board of Regents, made the presentation after President Milo Bail introduced Dr. Payne by reading a GATEWAY story of two weeks ago about Dr. Payne's accomplishments.

The presentation does not set a precedent, but similar presentations will be made periodically.

After the presentation, members of the faculty, including one former student, gave individual statements attesting to Dr. Payne's success both in achieving popularity with students, and as an instructor.

Through Dr. Payne's efforts, the humanities department was organized at Omaha University in 1931. He teaches logic, history of ancient, medieval and contemporary philosophy, philosophy of science, and utopia. In addition, he initiated KMTV's "TV Classroom."

He is a member of the American Philosophical Association and is listed in "Who's Who in Nebraska," "Who's Who in Philosophy," "Who's Who in American Education," "Leaders in American Education," and "Directory of American Scholars."

F. E. Borchard (left) presents "Distinguished Professor" award to Dr. William Payne as President Bail looks on."

'Daisy' Doxon, 'Abner' Hill Lead O.U's Spring Musical

Thirty-three OU students will appear in the spring musical, "Li'l Abner." Heading the cast are Larry Hill as Abner and Jana Doxon as Daisy Mae. Ann Davis will play the part of Mammy Yokum, Maurice Pepper will play Pappy Yokum and John Gaffney will play Marryin' Sam.

Playing the three Scragg boys will be Frank McLean as Romeo, Lou Gorr as Clem and Bill Stillmock as Alf. Louie Miloni will play Lonesome Polecat and Jim Howard will play Hairless Joe.

Li'l Abner's cronies will be played by Bob Crewsdon, Chip Statler, John Hofshire, Don Moran and Lee Kallstrom. The female chorus, the wives, will be played by Shirley Johnson, Linda Hill, Merle Reiff, Billie Poulson, Beth Trickett, Kayleen Kleider and Nancy Norton.

Others in the cast are Fred Hykel as Mayor Dawgmeat, Henry Miller as Senator Jack S. Phogbound, Jim Pelowski as Dr. Rasmussen T. Finsdale and Jerry Scheschy as Available Jones. Julie Klingforth has been cast to knock 'em dead as Stupefyin' Jones.

Rod Ross will play General Bullmoose, Diane Hansen will play Appassionata Von Climax and Russ Mullens will play Evil Eye Fleagle. Jim Kemplin will play the part of Speedy McRabbit.

Many of the cast members are holding down more than one part. For example, Abner's cronies and the Scragg boys are also cast as scientists, radio commentators and government men.

The musical will be presented Thursday through Saturday, April 12-14. All students with activity cards will be admitted free, but all seats are reserved. Curtain time is 8:30 p.m.

Library Week April 8 to 14

The Omaha University library will observe National Library Week, which is April 8-14, with its annual duplicate book sale.

During that week between 200 and 300 books will be on display in the lobby of the library and students may make bids on the books they would like to have.

Each book will be numbered and students may bid by writing on a piece of paper their name, the number of the book, the amount of their bid and the date of their bid.

At the end of the week a list will be posted with the name and the amount bid of the highest bidder on each book in the sale.

The high bidders may pay for their books in the library.

Miss Ellen Lord, the University librarian, said, "The purpose of the duplicate book sale is to encourage students to own and like books. In the last two years great interest has been shown in the sale."

Cinema to Show 'Heidi and Peter'

The University Cinema will show the Swiss film, "Heidi and Peter," tomorrow afternoon as a special feature for Cinema members and their children.

The color movie, spoken in English, is a sequel to "Heidi" and is based on the novel "Heidi Makes Use of What She Has Learned."

It will be shown in the Conference Center Auditorium at 2 p.m. Advance arrangements must be made with Michel Beilis, program director.

KD Pi Scholarship Forms Available In Gorman's Office

Applications for the Kappa Delta Pi Scholarship must be submitted by Friday, May 4th. The minimum amount to be offered for the Scholarship is $50.00. This is offered for one semester only of each year.

Applicants for this scholarship must have an accumulative 2.8 grade average and must not already have a scholarship. A student may receive this scholarship only once.

To be eligible, a student must be a junior or senior and must be working towards a teaching certificate. The recipient should be a member of a professional organization or a departmental club in their major or minor field.

Application blanks for the Kappa Delta Pi Scholarship may be secured from Dean Gorman's office in the Administration Bldg.

Peterson Is Guest Speaker for Army

Paul V. Peterson, Omaha University Journalism department head, is in New York as a guest of the Army Information School.

Peterson will speak to the group at Fort Slocum on the "State of Armed Forces Press Relations Today."

Each year, several outstanding educators in the field of journalism are invited to speak at the school.

While in New York, Peterson will visit the personnel director of the New York Times, and will be the guest of the Army's New York Information Office.

Nobel Prize to Be Discussed April 12

The Nobel chemistry prize will be discussed by Prof. D. N. Marquardt, head of the chemistry department, for the April 12 Legacy of Man session.

He will emphasize its impact on the world and the selection criteria used by the Nobel Foundation.

The discussion will be broadcast by station KQAL-FM at 9:30 p.m. Prof. Paul Borge is program moderator.

Official Notices

Students may pre-register from May 7-11 for the Summer Sessions and next semester.

The Summer Session schedule is available now in the Registrar's office, Room 220, Administration Building.

The Cimarrons will play for the TGIF dance this afternoon from 3 until 5 in the OUampi Room.

The movie Monday night is "Operation Petticoat." The movie begins at 7:30 in the Student Center Ballroom.

All students will be admitted free of charge.

Today is the last day for prospective June graduates to apply for their degrees. Those failing to do so will not be permitted to graduate nor to receive their degrees until August 31. Applications will be accepted at the Registrar's office until 7:30 this evening.

Students are urged to check their mid-semester grades, now available at their respective counsellor's office.

Transfer students above the freshman level should obtain a Major counselor prior to registration in May.

Cornell Professor Is Honors Convo Featured Speaker

Dr. Dexter Perkins, Professor Emeritus at Cornell University and the University of Rochester, will address the honors convention April 13 at 10:30 a.m. in the Administration Building auditorium.

The author of more than a dozen books, primarily in the field of the diplomatic history of the U. S., Dr. Perkins will speak on "The Life of the Mind—It's Joys and Perils."

The purpose of the convocation is to honor all scholarship holders and those students who received a 3.5 average either second semester, 1960-61, or first semester, 1961-62.

Also on the program is the announcement of the winner of the Sher Essay Award. Recipients of the Chi Omega Alumnae Scholarship, the George B. Lake Awards in American History and the Omaha Panhellenic Scholarship will also be recognized.

McCorkle Here for 'Heritage' Program

Donald McCorkle, who has been tabbed as an "internationally recognized" specialist in American music, will present a lecture-concert April 11 at 8 p.m. in the Conference Center Auditorium.

His subject, "Classical Music in Our American Heritage," will be the third in a series of six lecture-concerts on "Our American Heritage."

The New York Times chief music critic said of McCorkle: "He is one of the most brilliant young American musicologists I have met."

There is no admission charge.

OU Art Department Plans Joslyn Show

Selections from each studio area of OU's art department will be on display at the Student Art Show at Joslyn Museum this Sunday through April 22.

Students' work will be prejudged by the faculty this week.

The work that appears in the show will be sold at the Art Auction May 6 in the Student Center.

The Gateway

The GATEWAY is published weekly by students of the Omaha University Department of Journalism. Editorial comment and signed letters to the editor are not necessarily representative opinions of the faculty, administration or student body.

Editor-in-Chief..Bill Vogt

Managing Editor..Lloyd Harmsen

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'Today's Secretary' Seminar Tomorrow

The ninth annual Seminar for Today's Secretary will be held tomorrow in the Conference Center Auditorium. The seminar, designed to better qualify secretaries for changing office requirements, will be held from 8:30 a.m. to 2:45 p.m.

Special speaker will be Mrs. Helen Green, professor of business education at Michigan State University. An author and speaker, she has been professional consultant with the National Secretry Association. She will speak twice during the meeting.

Greeks to Don Shorts, Sarongs

Greeks will don beachcombers, bermuda shorts and sarongs for the annual Tau Kappa Epsilon Coral dance April 13 from 9 p.m. to midnight at the Carter Lake Club.

The dance, set in a South Seas Island atmosphere, will feature the Knight Riders combo.

Candidates for TKE Coral Queen are Nancy Kautz, Alphi Xi Delta; Judy Vondra, Chi Omega; Jan Meyers, Sigma Kappa, and Malanie Jeub, Zeta Tau Alpha.

Co-chairmen for the dance are Mike Whitney and Lynn Jefferies.

Board of Regent Policy Not Working Yet; Parking Facilities Not Self-Supporting

Ernie Gruber

For the period ended, February 28, 1962, parking lot operations subsidized OU a deficit of $88,654.02. Because this is a municipal university and because all students do not drive, the student body can't be taxed, nor can any part of their tuition be used for parking facilities on campus.

To comply with the Board of Regents' policy that all parking facilities should be self-supporting, parking meters and traffic fines were to be the main source of income. At present there are 1,718 parking spaces on campus but only 639 are metered. Since October 1, 1955, when the meters were installed, $147,729.23 has been collected from them. There are four full time policemen writing approximately 9,000 parking tickets each year. Since 1955, $33,930.80 has been collected for traffic fines. Total capital outlay sonce October 1, 1955, which includes the cost of meters, coin processing machines, construction of new facilities, lot lighting, maintenance equipment, and signs, amounts to $181,462.86.

Expenditures High

Since October 1, 1955, parking lot operating expenses—which include salaries of clerks, maintenance man, two policemen and other maintenance items such as priting (tickets and regulations), repairs to facilities, snow removal and other miscellaneous expenses—total $88,851.35.

Parking meter income (since October 1, 1955) of $147,729.39 and traffic fines of $33,660.19 gives a total sum collected of $181,660.19.

Capital outlay of $181,462.86 plus operating expenses of $88,851.35 gives a total sum of expenditures of $270,314.21. From this sum of expenses subtract the total income of $181,462.19, leaving a deficit of $88,654.02.

Now that the lots are built and equipped with meters, the deficit should go down because the total income is more than the total expenditures. Taking a look at the parking lot operations for the month of February 1962 only, we will find that the future may look brighter.

Deficit to Diminish

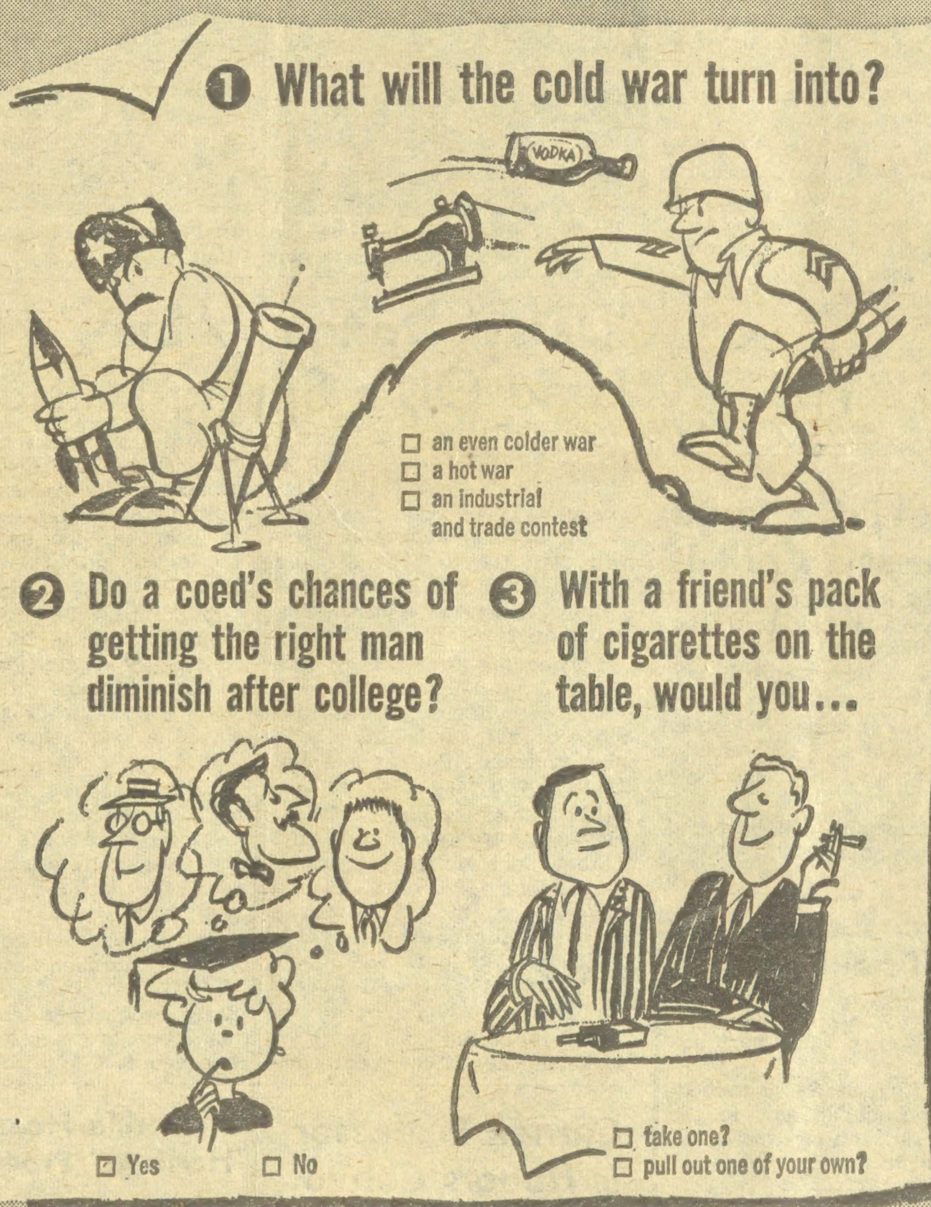
Income for February 1962: traffic fines $596.00, meter collections $2,137.70, total income $2,733.70.

Expenditures for February 1962: operating expenses $1,794.20, capital outlay $38.61, total expenditures $1,832.81.

Total expenditures of $183.81 subtracted from total income of $2,733.70 gives an excess of $800.89 of income over expenses for the month.

The administration in charge of parking operations hopefully anticipate the elimination of the $88,654.02 deficit within the next eight to 10 years.

Check your opinions against L&M's Campus Opinion Poll #19



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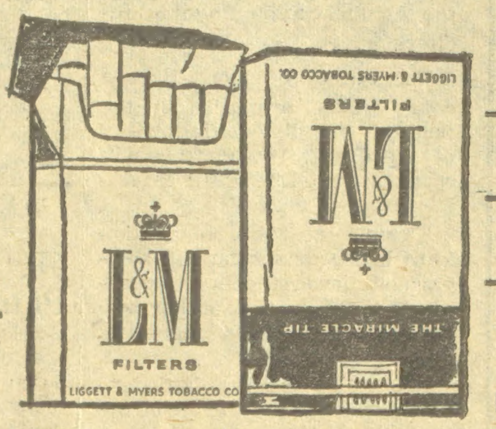

HERE'S HOW MEN AND WOMEN AT 56 COLLEGES VOTED.

		MEN	WOMEN
1	colder war	25%	31%
	hot war	27%	27%
	contest	48%	42%
2	Yes	48%	44%
	No	52%	56%
3	friend's	42%	43%
	your own	58%	57%

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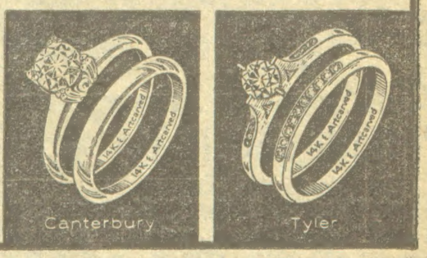

Get your National College Queen Contest entry for yourself or your candidate at:

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Six OU Coeds Reach Miss Omaha Finals; Combination of Talent, Beauty, Personality

Six out of 10 finalists in the 1962 Miss Omaha pageant are Omaha University students. Pictured from left to right are Sally Burke, Sandy Hancock, Gail Browning, Shirley Donaley, and Dotti Mott. Not pictured is Lynda Strain. Final judging for the pageant will be Sunday at 7 p.m. at the Omaha Community Playhouse. Tickets are $1.75.

Gust, Wakefield Play in Symphony; Soon to End Season Participation

Two Omaha University students will participate in their last Omaha Symphony Concert of the year on Monday night.

Bill Gust, senior, is an orchestra violinist. In May of 1961, he [y]on the Omaha Youth Symphony Entry Award. This award admitted Bill to the Orchestra and [a]lso paid his union fees.

Bill is presently Concertmaster [o]f the OU orchestra and is work[in]g in "Li'L Abner's" pit or[ch]estra. He is also in the Men's [Gle]e Club and Inter-pep and a [me]mber of Sigma Phi Epsilon.

[B]ill "Willie" Wakefield, fresh[ma]n, is in the Symphony's percussion section. Bill has been pounding the drums for 12 years, the last 1½ years with the Orchestra.

Willie earned his place in the Orchestra by trying out for the position. On weekends, he "marks time" in a combo.

'Brains' Met 'Brains'

The Metaphysicians and Sig Ep No. 2 teams were triumphant in last Tuesday's "Brain Bowl" competition. The "Met" team defeated Theta Chi. in the 2:30 game. The Sig Eps beat Chi Omega in the 3:15 contest.

"Brain Bowl" is presented via closed circuit television in room 210 of the AA building on Tuesday afternoons.

[IF]C Revises Laws, [Sw]ears in Members

[Th]e Inter-fraternity Council is [in t]he process of revising its [Cons]titution and By-laws.

[Se]veral recommendations have [been] tabled for the next meeting.

[Tw]o new members were sworn [in at] the Tuesday meeting. They [are Gle]n Riedemann of Tau Kappa [Epsil]on and Ron Morocco of [Theta] Chi.

McDonald's . . . the drive-in with the arches

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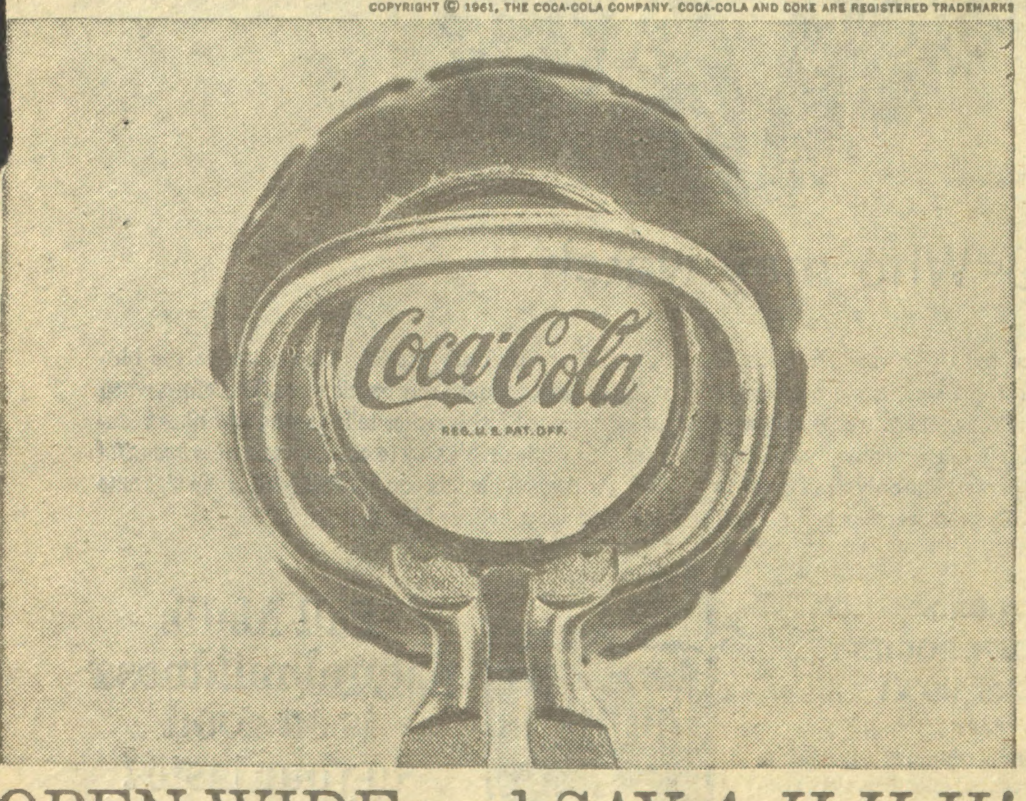

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Brewer, Sipherd New Chi O Heads

Delta Zeta chapter of Chi Omega elected officers for the coming year at a meeting, Mar. 28.

The officers are: president, Delores Brewer; vice-president, Sue Sipherd; secretary, Marilynn Spears; treasurer, Jackie Brady; pledge trainer, Karen Luschen; rush chairman, Jackie Palmer; personnel chairman, Carol Ann Ehinger; correspondent, Sue Weidenhammer; Panhellenic Council representative, Judy Moe.

Catholic Club Elects Vincentini as Prexy

The Newman Club, organization for Catholic students on campus, elected officers for the 1962 school-year.

Results of the elections were: president, Jerry Vincentini; vice-president, James Bronowske; treasurer, Bob Hess; recording secretary, Katherine Metz; corresponding secretary, Mary Kroader.

All Catholic students are invited to attend the business meeting Sunday at 5 p.m. in room 315, Student Center.

On Campus with Max Shulman

(*Author of "I Was a Teen-age Dwarf", "The Many Loves of Dobie Gillis", etc.*)

EDUCATIONAL TV: ITS CAUSE AND CURE

A great deal of nonsense has been written about educational television. Following is my contribution:

It has been said that television allots no desirable viewing hours to educational and intellectual programs. This is simply not so. For instance, you can see "The Kant and Hegel Hour" every day at 4 a.m. This excellent show is followed at 5 a.m. by "Kierkegaard Can Be Fun." For such lazy scamps as lie abed beyond that hour, there is a splendid program on Sunday mornings at 7:15 called "Birds of Minnesota, Except Duluth."

So much for the myth that TV gives no prime time to educational programs. Now let us deflate another canard: that TV is not eager to inject intellectual content in *all* its programs.

If you have sat, as I have sat, with a television planning board, you would know that the opposite is true. I was privileged recently to witness a meeting of two of TV's topmost program developers—both named Binkie Tattersall.

"Binkie," said Binkie to Binkie, "if there is one thing I am bound and determined, it's that we're going to have intellectual content in next season's programs."

"Right!" replied Binkie. "So let us put on our thinking caps and go to work."

"I forgot my thinking cap in Westport," said Binkie, "but I have a better notion: let us light a Marlboro."

"But of course!" cried Binkie. "Because the best way to think is to settle back and get comfortable, and what is the cigarette that lets you settle back and get comfortable?"

"I said Marlboro," answered Binkie. "Weren't you listening?"

"A full-flavored smoke is Marlboro," declared Binkie.

"Rich tobacco, pure white filter, a choice of pack or box. What is better than a Marlboro?"

"A Marlboro and a match," replied Binkie. "Got one?"

Binkie had, and so they lit their good Marlboros and settled back and got comfortable and proceeded to cerebrate.

"First of all," said Binkie, "we are going to avoid all the old clichés. We will have no domestic comedies, no westerns, no private eyes, no deep sea divers, no doctors, and no lawyers."

"Right!" said Binkie. "Something offbeat."

"That's the word—offbeat," said Binkie.

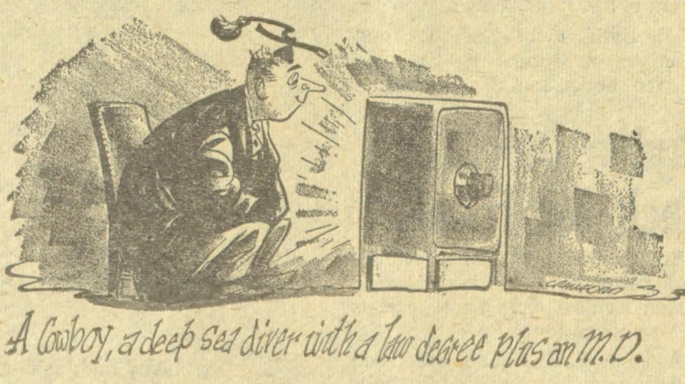
They smoked and cerebrated.

"You know," said Binkie, "there has never been a series about the Coast and Geodetic Survey."

"Or about glass blowers," said Binkie.

They fell into a long, torpid silence.

"You know," said Binkie, "there's really nothing wrong with



A Cowboy, a deep sea diver with a law degree plus an M.D.

a cliché situation—provided, of course, it's offbeat."

"Right!" said Binkie. "So let's say we do a series about a guy who's a family man with a whole bunch of lovable kids who play merry pranks on him."

"Yeah, and he's also *a cowboy*," said Binkie.

"And a *deep sea diver*," said Binkie.

"*With a law degree*," said Binkie.

"*Plus an M.D.*," said Binkie.

"*And he runs a detective agency*," said Binkie.

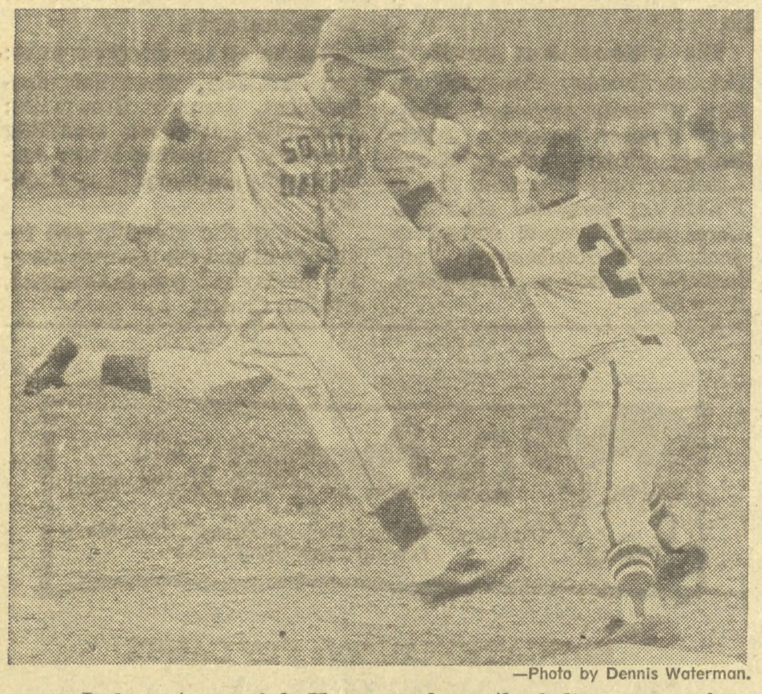
"Binkie," said Binkie to Binkie, "we've done it again!"

They shook hands silently, not trusting themselves to speak, and lit Marlboros and settled back to relax, for Marlboro is a cigarette not only for cerebration, but for settling back with—in fact, for all occasions and conditions, all times and climes, all seasons and reasons, all men and women. © 1962 Max Shulman

* * *

This column is sponsored—sometimes nervously—by the makers of Marlboro, who invite you to try their fine filter cigarettes, available in king-size pack or flip-top box at tobacco counters in all 50 states.

Indian Baseball Club Seeks Second and Third Victories



—Photo by Dennis Waterman.

Is he out or safe? He was safe as the ball got away from Omaha U. First Baseman Ken Allen in the opening game of the 1962 baseball season against South Dakota, last Tuesday.

Omaha University's baseball club will be after its second and third victories of the young season in two nine-inning contests against South Dakota State today and tomorrow.

The Indians grabbed a 3-2 win over South Dakota University in the season opener Tuesday.

Starting time for today's game will be three o'clock with tomorrow's contest starting at one.

The two clubs split in two games last year.

In the opener, the Indians managed only four hits but one of them, a triple by Don Gruidel, was the deciding blow in the ninth inning. Guridel's long blast to center scored Pinch-hitter Wayne Backes after he had forced Ray Fehrman who had singled ahead of him.

OU's first two runs came without a hit in the third inning on a sacrifice fly and a balk steal.

The Indians were held hitless by two South Dakota lefthanders until the seventh inning when George Casper laced a single up the middle.

The Dakotans tied the contest in the ninth on a dropped fly ball and a throwing error.

OU Coach Virgil Yelkin used four hurlers in limiting the Dakotans to four hits. Mike Coughlin started and was followed by Frank Pecha, Steve Lipman and Barry Miller. Miller went the last three innings allowing no hits while striking out seven in earning the win.

The Indians will meet St. Cloud Teachers of Minnesota Tuesday in two seven-inning contests.

Ogden Only Vet Back for Tennis

Senior Robert Ogden is the lone returning letterman during Coach Ernie Gorr's first year as OU tennis mentor.

A seven-man squad has been working with conditioning drills in preparation for their opener against Midland at Fremont, April 9.

Coach Gorr hopes to build his team around Ogden and a couple of out-of-town athletes in John Csellar of Pittsburgh, Pa., and Ed Farmer of Owensboro, Ky.

Other team members are Dick Collins and Mike McColley of Omaha North, Tom Frasier of Benson and George Fraser of Westside.

1962 tennis schedule:

April 9 at Midland, April 13 Creighton at Omaha, April 17 at Doane, April 18 at Washburn, April 23 Iowa State at Omaha, April 26 Nebraska at Omaha.

May 1 Doane at Omaha, May 4-5 CIC Championships at St. Benedict's, May 9 Drake at Omaha, May 11 at Creighton, May 15 at Nebraska.

High School Seniors Attend M&M Banquet

High School seniors from Benson, Holy Name, North, South, and Thomas Jefferson; atended the M & M High School Banquet at Marchio's last Tuesday night.

The Banquet is given annually in an effort to present the physical education opportunities offered at the University of Omaha. The program was organized and planned by Arlene Baker.

The course requirements for a major in the field of physical education were discussed by Sharon Irwin and a discussion on the purpose and activities of the Majors & Minors Club was presented by Carole Jeffrey.

Mona Donat explained the organization of the Women's Recreation Association for the seniors and Linda Jelen discussed Orchesis, the modern dance honorary. Carol Vetter also spoke on the aims and objectives of physical educattion.

Mrs. Joan Allen, sponsor of the M & M's, spoke to the group and invited the seniors to tour the phys. ed. department for additional information.

In Intramurals . . .

Mitchell, Groberg Leading Bowlers in OU Tournament

Robert Mitchell and Gary Groberg finished 1-2 respectively in the roll-off for the National Collegiate Individual Match Game Championships at the West Lanes last Friday.

The pair will represent OU in the National Tournament in Chicago, April 28.

Mitchell averaged 199 plus for the eight games and finished 17 pins ahead of Groberg.

Groberg with 1578 sticks averaged 197 plus.

Not far behind in third and fourth place was Jack Teter and John Gomez woh came in with 195 plus averages.

League Bowling

The Crew and Fiji, both winning on forfeits, continued their battle for the top spot in intramural bawling at the West Lanes Wednesday afternoon.

The Crew has 64 points with the Fijis in second place with 63.

Tri Chi and the Pi Kaps are still tied for third place with 59 points apiece.

Steve Cochran pulled down both individual highs for the afternoon. He had a 237 game along with a 620 series.

Cochran's team, the Crew, had the high team game and series with a 791 and 2275 respectively.

Bowling Standings

Team	Points
Crew	64
Fiji	63
Tri Chi	59
Pi Kaps	59
Untouchables	51½
Lams	50
Lambda Chi (1)	48
Lambda Chi (2)	47½
TKE	47
Sig Eps	46
Theta Chi	42
Delta Sigs	41
P.E. Majors	37
Iota Delta	32

Swimming Meet

The Intramural Swimming meet will be held Sunday night at 7 in the Jewish Community Center.

For further information on the meet, contact Intramural Director Bert Kurth in Room 240 of the Administration Building.

Girl Watcher's Guide

Presented by Pall Mall Famous Cigarettes

Girl watchers are honorable men

LESSON 6-Who may watch

Any male is eligible to become a girl watcher. There is no age limit, although most girl watchers are over ten and under one hundred and four. There are no height or weight requirements, although taller men enjoy an obvious advantage at crowded parties. The only strict requirement is one of character. The girl watcher is a man of honor. Since he can't possibly take notes, as the bird watcher does, we must rely on his word. Therefore, when an experienced girl watcher tells you he saw nine beautiful girls while on his way to class, he saw *nine beautiful girls*. And when he tells you his Pall Mall is the cigarette of the century, believe him. It is.

WHY BE AN AMATEUR? JOIN THE AMERICAN SOCIETY OF GIRL WATCHERS NOW!

FREE MEMBERSHIP CARD. Visit the editorial office of this publication for a free membership card in the world's only society devoted to discreet, but relentless, girl watching. Constitution of the society on reverse side of card.

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Pall Mall's natural mildness is so good to your taste!

So smooth, so satisfying, so downright smokeable!

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